

August 21, 2003

Yesterday we were made aware of changes to FCC regulations regarding unsolicited fax advertisements. These new regulations would hamper our business in a very large way. We often fax special pricing notices, open house information and invoices to our customers. We informed all of our customers of our intentions about two years ago, prior to sending any faxes. Not once have we had a complaint regarding this matter, and this method of communication has been effective for both us and our customers. The necessity of now returning to our entire customer base and managing those that have returned the necessary written permission, and separating them from those that have not, combined with lost sales resulting from any delay, would be detrimental to our business.

On the other hand maybe the FCC should focus more efforts on unsolicited email. Each day we receive in our 25 company email address over 1000 junk emails. We spend approximately 15-30 minutes per day reviewing those filtered out as SPAM to see if they are legitimate emails. Plus we waste another 15 minutes adding new rules to catch those emails that did bypass the system.

In all we waste 2-4 hours per week because of this junk email, and not 30 seconds on unwanted faxes.